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ABSTRACT

This report on a Business of Acquisitions Regional Institute, sponsored by the Resources and Technical Services Division (RTSD) of the American Library Association (ALA) and the Northern California Technical Processes Group (NCTPG), summarizes the keynote address on the relationships between booksellers, publishers, and librarians. Three panel discussions on publishing, bookselling, and automation planning and implementation are also summarized. Mini-sessions on the following topics are reviewed: (1) financial management in academic libraries; (2) firm orders; (3) serials control; (4) vendor evaluation; (5) financial management in public libraries; (6) approval plans in academic libraries; (7) approval plans in public libraries; (8) government documents; (9) serials ordering; (10) Latin American acquisitions; (11) out-of-print acquisitions; (12) media and software ordering; and (13) Asian ordering. (MES)

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REPORT ON THE BUSINESS OF ACQUISITIONS REGIONAL INSTITUTE

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"The Business of Acquisitions" Regional Institute, sponsored by the Resources and Technical Services Division (RTSD) and co-sponsored by the Northern California Technical Processes Group (NCTPG), was held on April 20 and 21 at the Berkeley Conference Center in Berkeley, California. The Institute Planning Committee included: Carol Chamberlain, Chair (Pennsylvania State University); Celia Bakke (San Jose State University); Joseph Barker (University of California-Berkeley); Sharon Bonk (State University of New York, Albany); Brenda Crotts (Butte County, Calif., Library); James Deffenbaugh (College of William & Mary); Sophia Galifaro (Stanford University); Carol Hawks (Ohio State University); Grace Lin (California State Library); Judy Moomaw (University of California-Davis); and Liz Nichols (Stockton-San Joaquin County, Calif., Public Library). A faculty of 23 guided 129 participants through the two day session which began with a keynote address followed by 13 mini-sessions (participants chose six) and three panel discussions (publishing, library bookselling, and automation planning and implementation).

ALA/RTSD is planning a Business of Acquisitions Institute to be held in the northeast.

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

APRIL 20

KEYNOTE ADDRESS

Karen Muller, Executive Director, ALA RTSD, formerly with Quality Books) set the theme in her keynote address that booksellers, publishers and librarians often have different goals and perceptions, but that we need to understand the different roles and relationships of each group in order to be most effective. Muller used data from a 1985/86 RTSD/AAP Joint Committee survey to jobbers, publishers and acquisitions librarians to illustrate her points.

Muller presented a sampling of observations from the survey. According to the survey, librarians see reviews as the most effective means for selecting materials. Publishers, on the other hand, prefer direct mail as an approach to selling their wares. Reviews are less effective, according to the publishers. Of the approximately 91,000 titles published per year, only 10% are ever reviewed.

The RTSD/AAP report revealed that 90% of librarians feel that vendor reports are important to receive, however, only 30% feel that they are as accurate as publisher's reports. Book jobbers in the audience argued that little feedback is received from librarians concerning vendor reports. It proved to be a point about which the jobbers who attended the institute were very defensive.

Muller, and several of the publisher and vendor participants, reminded the audience that the library marketplace is a relatively small part of most publisher's business: only 30% of

all publishers direct more than 50% of their business to libraries.

PANEL: OVERVIEW OF PUBLISHING

Laura Parker, Elsevier Science Publishing Company

Parker led us through the life cycle of a journal. There are three sources for ideas about a new journal: in house, scientist, or a society. 80% of the new journal ideas Elsevier receives are rejected. Rejects do find a publisher if the editor is persistent. If a new journal idea survives competitive and financial analysis, it can be expected to take 3 to 5 years for the title to establish a market. The new title will begin to recoup profits after the 5th or 6th year of publication. After 8 to 10 years of publication a journal is in middle age. During this time it may change title, merge with another title, or cease publication.

Parker stated that in 1989 journal costs increased 6.6%. The base price, the country of origin price, remains the same world wide. She analyzed the factors contributing to the costs involved in producing a journal: production, editorial, royalty, postage & distribution, marketing, and administration & general overhead. Parker continued with the factors influencing journal revenue: the type and number of subscriptions, advertising income, reprint income, agents' discount, service charges and mark up, page chrges, back volumes, and microfilming. Other influencing factors include: investment needs, profit or supplies requirements, inflation, change in journal size,

exchange rate, and market conditions.

Tables of profit and loss were used to illustrate the difference in income sources between research journals and clinical/medical journals. The research journal reveives 87% of its income from subscriptions; whereas, with the clinical/medical journal, only 42% of its income is generated from subscriptions and 51% from advertisement.

Len Fulton, Dustbooks

Fulton reminisced about the small press movement which started in the United States in the 1960's. The technological advances of the 1970's and 1980's have improved the viability of the small press. the primary difference from the large press is that the small presses publish the obligatory titles. And once published, the press makes a commitment to the individual title to keep it in print. Small press publications are distributed through small distributors and the large vendors. Fulton does not see any radical changes in the small press scene. They will continue to explore areas not profitable for the larger publishers.

Dimity Birkner, Silver Burdett Press, a division of Simon and Schuster

Birkner presented the business and statistics of publishing professional publications. Of the sales during 1987, libraries accounted for 21%, direct to consumer sales 27%, bookstores 37%, and exports 15%. She continued with the factors affecting costs and pricing of a title: potential markets, both size and type; how essential/useful/or unique is the title; what are the

competing titles: what is the potential sales life: what are the discounts and royalties: is it an in-house publication: what is its size and complexity: is it available in other formats: what is the print run, and will a foreign run or book club run share in the costs.

Through the three panelists we explored thoroughly the factors which determine the price a publisher must charge for a title. Yet we are forced to recognize the harsh reality that this understanding of product pricing fails to alleviate the increasing inability of libraries to cope with rapidly rising materials costs. The popular notion that funding will continue to enable libraries to acquire the established and reputable works in each interest and subject area is not shared by public agencies to the extent that publishers would like to believe.

MINI-SESSION 1:

A) FINANCIAL MANAGEMENT (Academic Libraries) - Barbara Leonard, San Jose State University

Leonard discussed three areas of operation to consider in managing the money the library has.

1. Secure funding.

2. Allocate funds. The library must take into consideration: continuing (committed) funds, which include continuing subscriptions, and CD fees; and discretionary funds, which include new subscriptions, monographs, CD, etc. There are principles to follow in allocation of the funds: match funds to your needs, develop collection development guidelines, and plan to measure the accomplishment.

3. Monitor and control expenses. This can be done through resource sharing and following the "buy one - cancel one" philosophy.

B) FIRM ORDERS - Sophia Galifaro, Stanford University

Galifaro opened her discussion on the "life of a firm order" with a definition. A firm order is a specific order for a specific title, whether it be monograph or media.

The steps in the life of a firm order are:

1. Acquisitions receives a request for a title.

2. Search the library collection to determine if the request is a duplication.

3. Place the order. Upon verification of the title, you must decide where to acquire the title. Is it a requirement of the publisher that it be purchased direct from the publisher? Is copublishing involved? Galifaro emphasized the importance of knowing which publishers stock their foreign distributions in the United States. Will you send the order to a vendor? An electronic order to a vendor costs 10% of what it costs you to send the same order on paper. The vendor is quicker to respond to not being able to supply your order than the publisher.

4. Receive the order. At the point of receiving your order you examine shipping charges, returns (how are they handled?), invoices, credit system, percent discount versus time it took to receive the item, and customer services.

5. Process the title.

C) SERIALS CONTROL - Deborah Sommer, University of California, Berkeley

Sommer's automation experience is with University of California, Berkeley's Innovaq acquisitions and serials control system. She began by listing several differences between automating monographic materials and serials, most notably, 1) greater speed for access to serials compared with monographs because of the time value of the material; 2) serials are more difficult to control because of their persistence, "volumenousness," unreliability and "anthropomorthic nature."

There are several distinct aspects to serials control: 1) fiscal control to order, encumber, pay, prepay, and claim subscriptions; 2) bibliographic control--serials records are complex and time-consuming to create; 3) inventory control--includes check-in, routing, claiming, binding and holdings maintenance functions.

There are many "snags" in serials work. Automation helps in some areas and not in others. Automation can help to eliminate snags caused in the process of searching for a serial record. Specific issues can be tracked down if status information is available online. Automation does not help snags that happen because of misspelled or miskeyed data, where no record is found for a particular title, or where there are shipping snafoos.

There is good news, and bad news, concerning serials automation. The good news is that for straightforward serials it may be faster to check in online than manually. The bad news is it is <u>much</u> more difficult to check in the unusual and irregular serials. However, because of the more sophisticated search strategies, inherent to online systems, fewer items will be

referred to higher level staff to locate. Claiming is wonderful online: however, impersonal computer forms must be modified to maintain good relations with vendors. The computer makes it possible to distribute information about serials that was only available centrally (if at all) before. The downside of that is that more visible and complex recordkeeping may make it necessary to use a higher level of staff for record input than previously required in manual systems. Automation also takes a toll in terms of staff stress levels and morale. Sommer recommends that we pay attention to ergonomics, scheduling flexibility and other factors which may make online work more tolerable (Good advice for any automation project).

Sommer also emphasized that automating serials control will not reduce staffing levels.

MINI-SESSION 2:

A) VENDOR EVALUATION - Joe Barker, University of California, Berkeley

Barker listed some specific techniques for making fair vendor comparisons on such factors as speed, fill rate, accuracy and thoroughness, prices, discounts and service.

First, criteria for evaluation must be established, then factors that might skew the results must be screened out. Barker recommends that a sample of at least 100 orders be selected, flagged either manually or through automated means, and then parceled out randomly to comparable vendors. Results must be tracked over a considerable period of time. In Barker's academic

setting, the first results are not tallied for six months after orders are placed, and the study will go on for at least a year. In a public library setting a study may be done to the point of cancellation set between 120 to 180 days.

Speed is measured with the following formula:

$$\frac{\text{Date received} - \text{Date ordered}}{N \text{ [number of days]}} = \text{Number of items received in "N" days}$$

For a given vendor:

1) COUNT the number of orders delivered in each N-day interval:

2) COMPARE vendor's performance BY INTERVAL WITHIN CATEGORIES:

3) Figure as PERCENTS of all orders sent to each vendor:

$$\frac{\text{Total number items received in each N days}}{\text{Total number items sent to the vendor}} \times 100$$

Summary 4) GRAPHING each category separately shows trends and patterns otherwise difficult to visualize.

FILL RATE/TENACITY for a vendor (within a category) can be figured with the following formula:

$$\%\text{ filled} = \frac{\text{Number of orders delivered over N days}}{\text{Total number of orders sent to the vendor}} \times 100$$

Barker believes a 10-30% failure rate is typical for academic library orders. For British suppliers the failure rate is 50% and materials barely even begin to come for 6 months, in U. C., Berkeley's experience.

All results need to be shared with suppliers if they are expected to improve. Vendors in the audience believed that sometimes vendors cater to those libraries they know are studying them. Vendors agreed, however, that they could only afford to give special attention to a library for a short period of time. The library that evaluates on an ongoing basis will eventually cull

out the vendors that are selectively giving temporary better treatment.

B) FINANCIAL MANAGEMENT (PUBLIC LIBRARIES) - Liz Nichols, Stockton-San Joaquin County Public Library

Virtually every public library in attendance at the institute attended this session. Nichols started the discussion with some basic definitions. Financial management for the acquisition of library materials was described as the process for making and monitoring the expenditure of a library materials budget. It involves making informed decisions through a monitoring process concerning how the budget is to be spent in order to get the biggest bang for the buck.

Using the Stockton-San Joaquin County Public Library online system fund report as an example, Nichols discussed the meaning of the terms "nested funds", total allocation, encumbrance, cash, and working balances. The attendees discovered in the course of discussion that there is wide variance in the way libraries determine what should be included in an encumbered total -- list price only; less estimated discounts and cancellations?, plus tax and shipping? Some libraries are able to "over encumber" to allow for the discount and cancellation factor; others can not. Some libraries can carry over encumbered amounts into a new fiscal year; others can not.

The largest portion of the session was devoted to discussion of problem areas in financial management. The list pf problem areas was so long it would have taken several sessions to discuss

adequately:

-- "Making finite projections in an infinite realm."

-- Determining a safe amount to overseparate

-- Making year end projections

-- Auditing procedures

-- Bid process for selecting vendors

-- Vendor evaluation

-- Determining how detailed to make fund accounts: there is a trade-off between specificity and control versus the workload to maintain.

-- How to maintain control while converting to an automated system.

-- Difficulty of having to live within rules imposed from outside such as a business office, materials selectors from other departments, etc. Acquisitions librarians in public libraries often have little authority for decision making.

C) APPROVAL PLANS (ACADEN.MIC LIBRARIES) - Sophia Galifaro, Stanford University

Galifaro presented definitions and factors to consider when thinking about setting up an approval plan. Approval plans are a contractual agreement between a library and a vendor based on a profile of materials needed for collection development. A comprehensive collection development policy is necessary to have in place in order to establish an effective approval plan. A selective collection development policy detracts from the effectiveness of an approval plan. Approval plans bring books into the library that collection developers normally would not

select. Once you have the book in hand it may be difficult to return it. Approval plans can be an effective acquisitions tool. The acquisitions librarian must maintain close communication with the vendors with which approval plans are established. Librarians should review with vendor financial problems, consider using more than one vendor, and review the profile you have set up with the vendor.

MINI-SESSION 3:

A) APPROVAL PLANS (PUBLIC LIBRARIES) - John Watt, Stockton-San Joaquin County Public Library

Watt opened his session with three definitions. Greenaway Plans are named after the former director of the Free Library of Philadelphia who conceived the idea. Blanket orders are those where the library receives one copy of everything the publisher publishes. Approval plans are a contractual agreement between the library and vendor. The titles received on an approval plan are determined by a collection development profile the library sets up with the vendor. The profile of items to be supplied can be based on age level, subject, publisher, format, language or anything that fits the special need of the collection.

Advantages: The discounts are terrific. Unwanted items are so few and so inexpensive that it has little bearing. Materials arrive before reviews are published. Therefore, they can be cataloged and available for circulation in a timely manner. Since so few titles are reviewed, books and publishers not likely to be reviewed can find their way into the library.

When the library profile is kept current, the preselection by the vendor is a time saver.

Disadvantages: Some library subject specialists will not discard a new title in hand. Future weeding costs are not considered when a subject area is to be built up. Returns cost the library staff time and shipping costs. Expected items may not come and others might, this is especially true with buy-outs and merging of publishing houses. There can be a loss of fiscal control when a publisher inloads a remainder sale on you. Most disadvantages can be avoided with an annual revaluation of your plans and a well designed profile. Stockton-San Joaquin culled down from 300 imprints to 41 by evaluating discounts, number of items returned to vendor or discarded, timeliness of delivery, and what imprints are most likely to be reviewed.

Conclusions: Approval plans are most effective when only one copy of an item is needed, when there are no reviews or the review source is not trusted, and when your profile is kept current.

B) GOVERNMENT DOCUMENTS - Tom Anderson and Carla Mazzini, California State Library

Anderson began the presentation with a description of the federal depository library system. The origin and distribution of agency publications were covered as well as the role of the Superintendent of Documents in regulating the depository collections. The function of the Government Printing Office ("GPO") was explained.

Sources of federal publications are numerous, ranging from the

comprehensive Monthly Catalog of United States Government Publications to free lists, including the Consumer Information Catalog and New Books. An extensive compilation of Subject Bibliographies facilitate identifying recent publications on several hundred topics. Most agencies also issue their own catalogs of their publications. The Publications Reference File ("PRF" on microfiche) serves as a "Books in Print" for federal documents.

Ordering federal documents from the Government Printing Office requires identifying stock numbers, which are available from the PRF, and, much to the dismay of many of those present, prepayment is required. Setting up a deposit account with the GPO is recommended. Subscriptions to government published periodicals are available and standing orders to numerous irregularly issued series are accepted. Titles and information regarding periodical subscriptions and standing orders are contained in Government Periodicals and Subscription Services.

Document "clearinghouses" are specialized agencies that publish and distribute federal documents in selected subject areas and formats. The National Technical Information Service ("NTIS") distributes technical reports in a broad range of applied scientific and technical fields. Documents may be accessed and ordered through their biweekly Government Reports Announcement and Index and numerous abstract newsletters. Documents are on microfiche, and remain in print. The California State Library is a depository for several NTIS series and will supply hard copy to requestors through interlibrary loan.

The Educational Resources Information Center ("ERIC") distributes

reports in all areas of education, including learning resources and related educational and instructional fields. Publications are issued in microfiche and accessed through their monthly abstract journal, Resources in Education ("RIE"). Articles appearing in over 800 education and related journals, most nongovernmental in origin, are indexed and abstracted in ERIC's Current Index to Journals in Education ("CIJE"). Both RIE and CIJE are depository items.

Locating a vendor who can reliably supply a broad range of federal documents may be an alternative to dealing directly with the Government Printing Office. Some libraries may realize an advantage in not having to remit payment upfront with prepayment and/or deposit accounts. A few vendors claim to specialize in procuring federal documents. Some vendors do not deal at all with federal documents. Librarians should make their document requirements known to prospective vendors, and discuss with other librarians a vendor's performance in providing federal documents.

Mr. Anderson began the presentation on California State Documents by defining the criteria used to determine that a document be designated a "state document". The origin of the document and the path it must take in its publishing history to become a state document were outlined. Examples of state documents, including annual reports, laws, regulations, manuals, directories, periodicals and research reports were described.

The state documents depository system was described. Included items are those distributed by the Office of the State Printer and directly from the issuing agency. The role of the California

State Library in the distribution and sale of state documents was defined and several popularly held misconceptions regarding the State Library were clarified. The State Library does not issue state documents, nor does it sell them. The library collects documents from all state agencies, catalogs and classifies the documents, and lists them in its monthly compilation, California State Publications, in main entry full cataloging format. Requests and orders for documents that are available for individual and institutional purchase should be directed to the issuing agency. As with federal documents, prepayment is required. Item entries in California State Publications include the price, if known. Addresses for the agencies can be found in the California State Telephone Directory.

The monthly California State Publications is the most comprehensive bibliographic tool for state publications, serving as a source for acquisitions as well as cataloging and classification. Like most federal agencies, most state agencies also issue catalogs of their own publications.

The presentation concluded with a survey of important reference sources published by a variety of California state agencies. The California Statistical Abstract, Legislative Index, State Telephone Directory, Annual Planning Information and various california state codes were described. An extensive bibliography of entitled "Reference Use of California State Documents" was provided.

C) SERIALS ORDERING - Vicky Reich, Stanford University

After a brief introduction to serials ordering Reich introduced some situational questions concerning librarian/vendor ethics. The first situation we debated concerned librarian participation in invitations from vendors to parties, lunches, and dinners. Vendors present during the discussion urged librarians to see vendor parties and other social occasions as a means of sharing information concerning vendor products and library needs, and a time for librarians to "network". All agreed that the "free lunch" syndrome could be carried too far, and that improprieties must be avoided. Some librarians expressed concern that vendor entertainment raises the cost of doing business. Vendors responded that it was not a major cost factor.

The second situation discussed engendered lively debate concerning the ways librarians are coping with rising periodical prices and the long term impact on the marketplace. Reich believes more and more new research will be shared through online bulletin boards and other electronic "publishing," and consequently bypassing the print media. She mentioned one recent example where university scientists requested Stanford Library staff to aquire the latest fusion research reports from BYU immediately after stories broke concerning the fusion discoveries. Within days, possibly only hours, Stanford librarians had made the request to BYU through collegial channels and librarians from BYU had obtained and transmitted research information to Stanford via FAX. While Reich believes electronic publishing will help keep publishing costs down, vendors in the audience remained skeptical. If Reich is right about the impact

of electronic means of aquiring information, then an increasing aggressive, one-on-one approach will be required by reference and acquisitions librarians in order to locate and disseminate new research.

MINI-SESSION 4:

A) SERIALS CONTROL - Deborah Sommer

This session is a repeat of MINI-SESSION 1, C.

B) LATIN AMERICAN ACQUISITIONS - Jim Breedlove, Stanford University

Breedlove gave a very detailed presentation on the trials and tribulations of collecting Latin American materials. He supplied some useful handouts of bookdealers in the various Latin countries and bibliographic sources.

Breedlove stressed that each of the Latin American countries has a different history and culture. Even language is not the same, for in many cases, use of indigenous languages outpaces the use of Spanish and/or Portuguese.

There are also common characteristics which, unfortunately, make collecting library materials difficult: lack of bibliographic tools because of limited applications of technology and little centralized control; importation of paper makes printed matter scarce and expensive; small press runs (a run of 5000 is considered huge) because of little commerce between countries in Latin America; censorship and government disruptions.

All this makes collecting Latin American material highly labor-intensive and frustrating. Larger collections require onsight buying trips. Materials may stay in print for only a matter of

weeks, consequently excellent, personal rapport with certain dealers in each country to make sure someone will watch out for desirable materials for a specific library. All of the suppliers on Breedlove's handout will accept correspondence in English, will do search and quotes, and have provided acceptable service in the past to Stanford.

C) FINANCIAL MANAGEMENT - Barbara Leonard

This session is a repeat of MINI-SESSION 1,A.

APRIL 21

PANEL: BOOKSELLING

The bookselling panel included Wendell Lotz, Baker & Taylor; Christina Quiroz, Bookpeople; and Bob Schatz, Academic Book Center (ABC). Sophia Galifaro, Stanford University served as moderator of the panel.

Wendell Lotz, Baker & Taylor

Lotz addressed three roles for the wholesaler serving American libraries. Everyone is aware of the first as a reason for using a wholesaler as opposed to buying direct from the publisher; the others are less obvious but equally or more important.

I. Roles of the wholesaler:

A. Consolidation. Librarians should consider the cost of a book as well as its price. The price of a book is the amount listed on the invoice; the cost of the book includes all internal labor and handling expenses. The cost for most organizations to create

a single payment check is known to be $25 - 50.

B. Wholesalers are distribution experts, capable of handling small, or large orders, quickly and efficiently. Publishers, as a rule, are not so adept at the basic techniques of handling small orders for single copies.

C. Most wholesalers are the chief sources of value added services such as Approval Programs, standing order services, cataloging and processing and sales representatives who visit on a regular basis.

II. Reviewing the wholesaler's relationship with publishers, it was noted that at Baker & Taylor over 100 people are involved in the process of buying books and maintaining accurate data on the automated title file of over 1.2 million titles.

Over 200,000 of those titles are noted as OP. The fact that publishers are the source of all such reports - and that the wholesaler actually loses money whenever a title is reported OP, and therefore has no self-interest in making erroneous reports - was noted. Librarians frequently complain about such reporting errors. It was suggested that the specific details of bad reports, i.e. title, publisher, and ultimate source of the book, be reported back to the wholesaler making the error. In this way wholesalers could develop dialogs with the publishers who reoprt poorly, with an ultimate goal of improved service for all members of the book distribution industry.

III. <u>New Services</u>. Three sources of new services were suggested. The first was <u>Customer Request</u>. At Baker & Taylor a good example was the Spanish book program. Librarians requested

the company provide Spanish books to them so a program of importing from Spain, Mexico, and Argentina was established. Unfortunately libraries spent too few dollars to support the program.

A second source was Competition. If one wholesaler develops a service, within 6 - 12 months, one or more competitors will most likely offer a similar service, usually with slightly different features and pricing.

A third source might best be called Invention. A prime example is Baker & Taylor's BaTaPHONE, which was suggested by the company's Operations Dept. which was familiar with use of the data terminal in the pharmaceutical and grocery business.

IV. Problems Today. Two problems were cited. A basic problem for librarians and wholesalers is the decision by most publishers by most publishers to compete with wholesalers as a distribution source for the book. Unlike most other industries, where a distribution chain of producer/wholesaler/retailer/consumer is established and generally adhered to, in the book industry publishers try to sell their titles directly, sometimes deliberately excluding wholesalers entirely. This generally harms the library which loses the ability to obtain the savings resulting from consolidated order processes.

A second problem involves the tendency of libraries to band together in "consortiums" solely for the purpose of leveraging higher discounts from wholesalers. Although the wholesalers generally will respond due to the fact that market size is generally flat, or shrinking, it was noted that there are inherently no cost savings to the wholesalers in the processing

of orders from such consortiums. A corollary problem is the fact that, although these consortiums solicit pricing on the basis of buying a specified volume of books, they have no internal mechanism to insure delivery of that volume, and frequently do not.

The end result is a one-sided contract in which the libraries receive lower prices but the wholesalers obtain only less profitable sales. Although there is on obvious solution, a warning of reduced services and ultimately, less wholesalers in the market was made.

V. The Future. A brief vision of the future included the suggestion that within 3 - 5 years over half of all orders would be transmitted to wholesalers electronically. These would be processed faster and more accurately than paper orders. On the down side libraries would assume the burden of identifying the exact title they desired - a service often provided by wholesalers today.

A second trend of the future will be the transmittal of machine readable bibliographic records via floppy disk, tape, and transmission for a majority of orders processed by wholesalers. The ability to receive electronic orders and provide electronic records with books will be a key reason for using wholesalers instead of publishers in the future.

Christina Quiroz, Bookpeople

Bookpeople is primarily a trade oriented vendor handling titles of small publishers. Bookpeople's inventory is also marketed to the larger vendors and libraries. Quiroz stated that there inventory carries titles from over 1000 publishers. Bookpeople offers customers a fast turn around time on orders varying from same day shipment for orders placed by telephone to 24 - 48 hour turn around for mail orders. The strength of Bookpeople lies in the subject area they have in inventory, including: new age, psychology, health, travel, childrens, womens movement, and audio cassettes and video to complement their book inventory.

Bob Schatz, Academic Book Center (ABC)

Booksellers are in the business of service was Schatz's opening statement. The vendors interests are served by better serving libraries. Schatz continued his presentation with a lively analogy comparing the various levels of booksellers and their services to the various levels of health care service. At the smallest level of health care you have a doctors working out of independent offices. Then there are the medium-sized "clinics" that can take care of a certain number of needs. The general wholesalers are the "hospitals" offering a wider range of services and materials. There are even the pathologists in the industry. University Microfilm is an example of a provider who will do "an autopsy."

MINI-SESSION 5:

A) SERIALS ORDERING - Vicky Reich, Stanford University

This session is a repeat of MINI-SESSION 3, C.

B) OUT OF PRINT ACQUISITIONS - GARY KURUTZ, California State Library

Kurutz discussed "Out-of-Print Acquisitions" and presented some useful articles on the subject. There are four basic types of out-of-print (OP) orders:

1) Items ordered assuming that they were in print. These items are often obtainable direct from the publisher.

2) Material the acquisitions librarian determines to be OP before placing an order. Some of this material will be available through reprints or microfilm catalogs.

3) Special collections materials are often only available through dealers and auctions.

4) the final category of OP are materials needed to fill the needs of the library's general book collection. In order to acquire these materials the librarian checks through dealer catalogs, advertises their needs in AB Bookman's Weekly, and creates a want list to place with a dealer.

C) MEDIA & SOFTWARE ORDERING - Gary Handman, University of California, Berkeley

Handman began his session with a brief history of media in libraries. This history essentially started in 1913 when St. Paul Public Library became the first library to develop a record collection. Media in libraries has only taken hold on a wide scale, however, within the past 5 to 6 years due to mass public

pressure for libraries to circulate videos. Handman observes that CD's are getting a slower start in libraries. It was only this past year that the number of CD players sold outpaced that of phonodisc players.

Handman cited the many differences between print and AV media. AV takes an intermediary technology in order to use. This means that libraries planning to collect each type of media must acquire and maintain the equipment in-house in order to select and process these materials. This can be particularly problematic and expensive for a collection that will include foreign media, since technical standads often vary from country to country.

Two highly recommended sources for media collection developers are the Video Librarian and AV Online. The former has articles of general interest as well as reviews, while the latter is highly regarded for bibliographic verification. AV Online is available through Dialog and in CD format from Silver Platter.

AV librarians have no single source they can rely on for supply of materials. The distribution dollars go primarily to those purchasers who cater to the home market (e.g., video stores). Libraries must often buy directly from the publishers. Handman mentioned several specialty distributors of videos. Among them:

Les Blank (Palo Alto, Calif.) -- produces excellent ethnographic material;

Ambrose Video -- bought the Time/Life list of videos;

New Day Films -- left wing film distributor in NYC;

University Film Cooperative -- aligned with several large

academic producers;

Video Trend -- A Bay Area (Calif.) general dealer for videos;

Comtron (Hayward, Calif.) -- Handman commented that this firm works particularly well with libraries;

Facets (Chicago, Ill.) -- University of California, Berkeley's standard source for films;

Tamarelles (Chico, Calif.) -- This source is also recommended for films.

Handman concluded with a lengthy discussion of copyright and rights permission problems. Libraries need to carefully read the provisions granted for use of the AV materials they acquire. In many cases libraries may be breaking the law if materials are shown publically in the library or are used publically by their borrowers. He recommends getting on the mailing list for the TV Licensing Center (Chicago) monthly publication. This publication lists rights that have been acquired. This group also sells rights for off-air taping and use for its films.

B) ASIAN ORDERING - Suzanne Lo, Oakland Public Library

Lo gave an overview of the Asian language collection acquisitions program at Oakland Public Library. She supplied participants with an annotated popular reading list (including order information) of Asian language periodicals and newspapers. In addition she provided detailed information on vendors of popular Asian language materials. This list included the following information for each vendor:

languages in inventory;

reading level of titles in inventory;

audio inventory;

periodicals;

language of their catalog, including language of annotations.

C) VENDOR EVALUATION - Joe Barker, University of California, Berkeley

This session is a repeat of Mini-session 2, A.

PANEL: AUTOMATION PLANNING AND IMPLEMENTATION

The panel on automated acquisitions included Judith Paquette, University of California, Santa Cruz; Liz Nichols, Stockton-San Joaquin County (Calif.) Public Library; and Sandy Weaver, Innovative Interfaces, Inc.

Paquette began with an overview of the state of automated acquisitions. She cited Richard Boss' book Automating Library Acquisitions, Issues and Outlook on the topic as containing a list of features that should be included in an automated acquisitions system, including online order and receipt functions, fund accounting, serials check-in, claiming, links to the online catalog for order information, and vendor availability data. Most successful acquisitions systems today handle all, or most, of these features.

Pacquette confirmed that many librarians expected automated acquisitions to save staff and money. That is not the case. Automated acquisitions has been successful, however, in providing much more detailed online information about items on order and allows improved management of acquisitions procedures.

Paquette stressed the human element in automating acquisitions. It facilitates better communication between library departments

and with vendors. Planning and implementation of automated acquisitions makes public the policies and procedures which were once just "behind-the-scenes".

Sandy Weaver outlined the many steps that must be covered in the planning and implementation process, from preparing the physical environment, to training, to retroverting order files. She also stressed the need for interdepartmental cooperation in order to effectively accomplish this process.

In her presentation entitled "In quest of the seamless workflow", Nichols stressed that most of what she had to say would apply equally well to public, academic or special libraries. However, she would concentrate to some extent on the public library environment as it is her area of experience in acquisitions. In her discussion of acquisitions system needs in a public library setting she concentrated on that which affects workflow and the labor-intensiveness of the system. Ideally, the acquisitions system will allow for one "seamless" workflow that will reduce duplicative search and data input operations by acquisitions staff and others. The system is called "seamless" because it minimizes rekeying of data and double searching and maximizes the degree to which the computer does the work for the staff.
There are several factors which create for some difference between the materials buying patterns of public libraries and other types of libraries. These factors reflect on the automated system requirements for public libraries. Except for the small

public libraries, most buy multiple copies of many, if not most, titles purchased. In a multi-branch public library system these copies will be distributed to several locations. In many cases each branch or headquarters library will be responsible for expending their own materials budget, even if the order and receipt process is centralized. Since most materials selected are of a popular and current nature, the number of suppliers used can be relatively limited in the public library setting.

Given these characteristics, a public library that is in the market for an automated acquisitions system will want to pay particular attention to how labor-intensive is the order and receipt process. Essentially you are creating, for the acquisitions process, the capability of item specific inventory control that we are now familiar with in automated systems. Sometimes the local acquisitions system can help to ease the process; but more often, it will make the process more time consuming. For example, a system that does not allow multiple copy ordering for multiple outlets on one basic screen setup is going to quickly becomes mind-deadening for staff who must key repetitive data for each copy.

The evaluator of an automated system will want to investigate how easily a title may be searched and received from a packing slip, and whether information can be changed or added when the invoice arrives. How easily does the system accept partial shipments, backorders and cancellations? How well integrated is ordering and receiving with fund accounting so that the order process will encumber to the correct accounts and the receipt of materials

will correctly debit the expenditures from each account as materials are received?

In the fund accounting module the multi-branch public library will want to pay particular attention regarding whether funds can be "nested" so that reports and online displays can be made available in different combinations, depending on the staff viewing the account. It must be possible to encumber and expend funds that carry across different fiscal years and to work with accounts over more than one fiscal year simultaneously. For example, Stockton's operating year is July - June and the majority of its materials accounts are set up this way. Encumbered accounts can be carried into the next fiscal year. Stockton also has several accounts on the federal fiscal year.

Some outlets may receive certain material directly. Decentralized receiving must therefore be permissible. Flexibility in the way acquisitions procedures are carried out in the automated system is critical.

Direct dial access links from the local system to prime suppliers will also be of major benefit to public libraries. In most public libraries links to a relatively few suppliers of monographic materials may take care of 75% or more of the materials purchased. The extent and effectiveness of this online linkage is growing in importance as a consideration in selecting both the local acquisitions system and materials suppliers.

In conclusion, automating acquisitions will be at least as difficult and time-consuming as that of computerizing any other library function. Bear in mind that it is unlikely to reap gains, at least short of the ideal streamlined workflow, in staff

productivity. Instead, the main payoffs are improved access to order information at all levels from order to title to copy and improved accountability. With the advent of streamlined order and receipt functions and direct links from materials suppliers to local systems, the payoff can also be expected to be faster and more accurate order and receipt of materials.